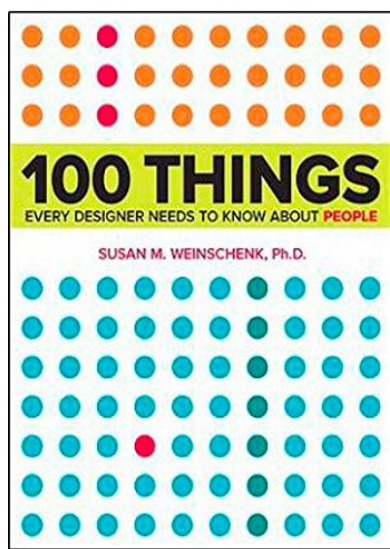


F.R.E.E 100 Things Every Designer Needs to Know About People (Voices That Matter) PDF



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F.R.E.E 100 Things Every Designer Needs to Know About People (Voices That Matter) by *Susan Weinschenk*

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We design to elicit responses from people. We want them to buy something, read more, or take action of some kind. Designing without understanding what makes people act the way they do is like exploring a new city without a map: results will be haphazard, confusing, and inefficient. This book combines real science and research with practical examples to deliver a guide every designer needs. With it you'll be able to design more intuitive and engaging work for print, websites, applications, and products that matches the way people think, work, and play.

Learn to increase the effectiveness, conversion rates, and usability of your own design projects by finding the answers to questions such as:

- What grabs and holds attention on a page or screen?
- What makes memories stick?
- What is more important, peripheral or central vision?
- How can you predict the types of errors that people will make?
- What is the limit to someone's social circle?
- How do you motivate people to continue on to (the next step?
- What line length for text is best?
- Are some fonts better than others?

These are just a few of the questions that the book answers in its deep-dive exploration of what makes people tick.

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F.R.E.E 100 Things Every Designer Needs to Know About People (Voices That Matter) Review

This F.R.E.E 100 Things Every Designer Needs to Know About People (Voices That Matter) book is not really ordinary book, you have it then the world is in your hands. The benefit you get by reading this book is actually information inside this reserve incredible fresh, you will get information which is getting deeper an individual read a lot of information you will get. This kind of F.R.E.E 100 Things Every Designer Needs to Know About People (Voices That Matter) without we recognize teach the one who looking at it become critical in imagining and analyzing. Don't be worry F.R.E.E 100 Things Every Designer Needs to Know About People (Voices That Matter) can bring any time you are and not make your tote space or bookshelves' grow to be full because you can have it inside your lovely laptop even cell phone. This F.R.E.E 100 Things Every Designer Needs to Know About People (Voices That Matter) having great arrangement in word and layout, so you will not really feel uninterested in reading.